

ARMED FORCES DAY

16 MAY
2015

Courage

Honor

Strength

Duty

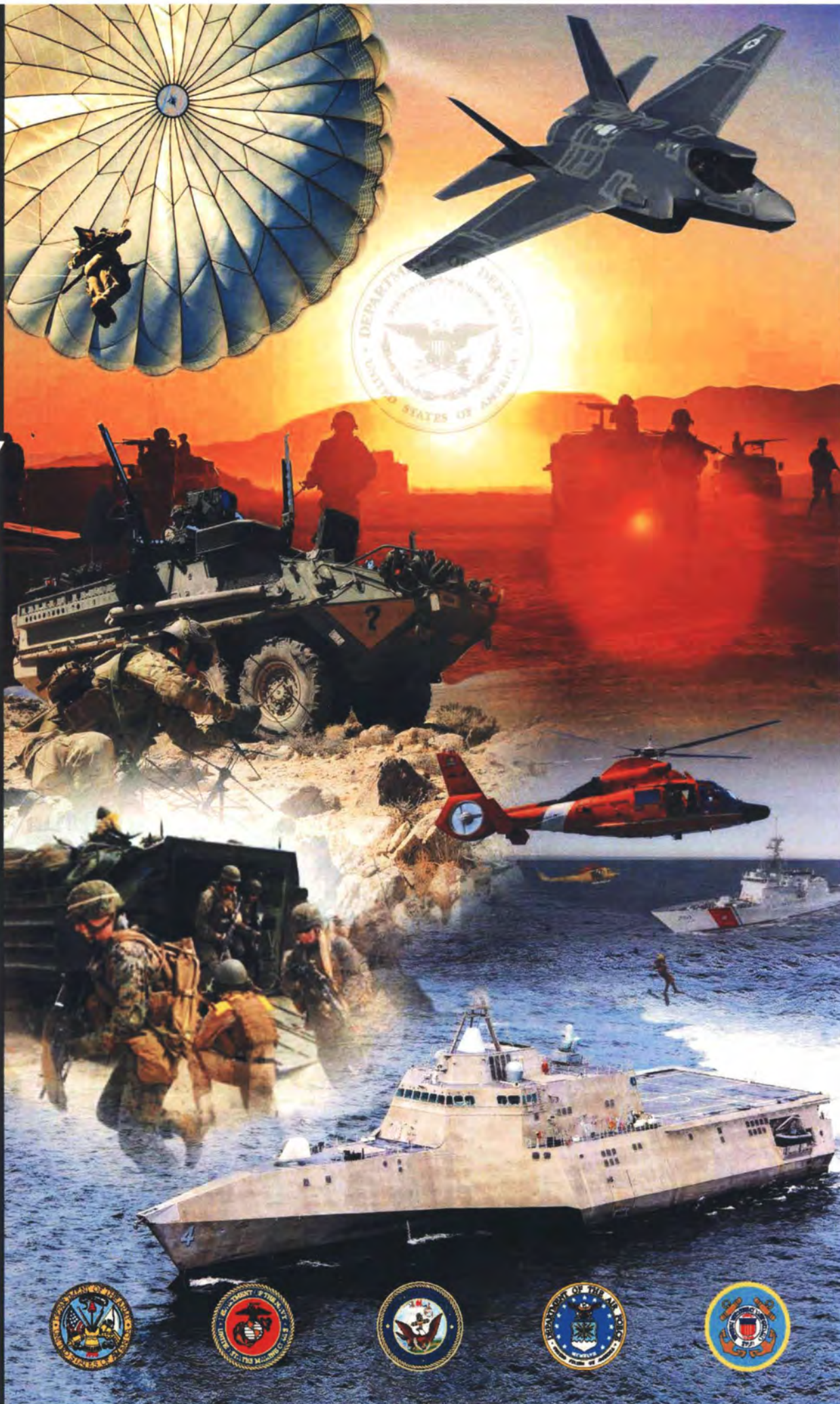
Dedication

Excellence

Valor

Commitment

Professionalism





Major General Robert W. Mixon, Jr., U.S. Army (Retired)

Major General Robert W. Mixon, Jr. served for more than 33 years in the United States Army before co-founding Level Five Associates, a leadership consulting company with a strong focus on successfully managing change in an organization.

From January 2005 to September 2007, MG Mixon led and managed an installation of 30,000 with an annual operating budget of over \$340 million. Trained and deployed over 20,000 soldiers to the Global War on Terror. Represented the United States Army in all economic, political, and community matters in the Rocky Mountain Region.

Upon retirement from the U.S. Army in 2007, Robert went on to successfully lead a manufacturing company, and then served as a senior executive in a not-for-profit company and with his business partner, built a leadership company from the ground up. Robert draws from that experience to help companies and organizations manage change, grow profits, and build high performing cultures characterized by empowerment, decentralization, and initiative.

The "Big 6" Leadership Principles™ of Level Five Associates are the foundation of a high performing culture within which well led team members achieve extraordinary results. Culture and strategy drive change to achieve results and higher profitability.

With his co-author and Level Five Associates business partner Major General (ret) John Batiste, the company and the pair represent over 80 years of combined military and corporate experience, in both for profit and not for profit companies. They've each commanded U.S. Army combat divisions and served as company presidents and CEOs; and both gentlemen offer a unique combination of well-honed expertise cultivated in the leadership laboratories of the U.S. Army and Corporate America.

Organizations: West Point Class of 1974 (Class President), Various Veteran Service Organizations dedicated to assisting Veterans with Post Traumatic Stress and TBI.

Ray Isaac, 49, is President of Isaac Heating & Air Conditioning Inc. in Rochester, New York. Ray, along with his three brothers, represents the third generation in the 70-year-old family business and one of the largest local employers of returning veterans. Ray holds a Bachelor of Science Degree in Business Administration with a Major in Marketing from St. John Fisher College in Rochester NY.

Ray is active in a number of organizations and currently serves or has served on the following Boards of Directors:

Air Conditioning Contractors of America (ACCA) National Board, and Chairman of the Board 2008 – 2009

North American Technician Excellence (NATE) Chairman of the Board 2008 – 2011.

Contracting Business Magazine Editorial Advisory Board.

Several other industry and non-industry related Boards, task teams and committees.

Ray has been a featured presenter for ACCA National at the Annual Meetings on a variety of topics, and has spoken at local and regional ACCA, RSES, Verizon Wireless, Chamber of Commerce meetings, and numerous other events.

Isaac Heating and Air Conditioning, Inc. was the recipient of the *Rochester Business Ethics Award*, September 2007 and *Contracting Business Magazine* named Isaac Heating and Air Conditioning Inc. "The 2002 Residential Contractor of the Year". Isaac Heating was also awarded "Best Contractor To Work For" twice, presented by *The Air Conditioning, Heating, and Refrigeration News* and is a Rheem Team Top Contractor several years running. Additionally, Ray was honored as the 2012 Rochester Business Person of the Year

Ray and his wife Erica reside in Webster NY with their two sons, Cameron 17 and Zachary 9.

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Armed Forces Day Luncheon Program

Musical Prelude

Prime Time Brass

Sounding of Assembly

Posting of the Colors

Multi Service Color Guard

MSG Bing Reaves, United States Army - Retired

Playing of the National Anthem

Prime Time Brass

Invocation

Chaplain (Lieutenant Colonel) Robert F. Searle, US Army - Retired

POW/MIA Remembrance

Bruce Dunn, Co-Chairman - Armed Forces Luncheon Committee

Dr. Betty Perkins-Carpenter, Korean War Veterans

Taps

In Remembrance of our Fallen Men and Women

Amazing Grace

Les Carr of The Rochester Pipers

Singing of God Bless America

Bruce Dunn, Co-Chairman - Armed Forces Luncheon Committee

Welcome

Major General Norbert J. Rappl, United States Army – Retired

Greetings

Honorable Maggie Brooks, County Executive, Monroe County

Honorable Lovely Warren, Mayor, City of Rochester

Cake Cutting Ceremony

Major General Robert Nixon, Jr.

United States Army, Ret.

~ Lunch being Served ~

Honorary Chair

Ray Isaac, President, Isaac Heating and Air Conditioning, Inc.

Guest Speaker

Major General Robert Nixon, Jr.

United States Army, Ret.

Closing Remarks

Major General Norbert J. Rappl, United States Army – Retired

Retiring of the Colors

Multi Service Color Guard

Benediction

Chaplain (Lieutenant Colonel) Robert F. Searle, US Army - Retired

The Star Spangled Banner

**Oh, say, can you see, by the dawn's early
light,**

**What so proudly we hail'd at the twilight's
last gleaming?**

**Whose broad stripes and bright stars, thro'
the perilous fight,**

**O'er the ramparts we watch'd, were so gal-
lantly streaming?**

**And the rockets' red glare, the bombs
bursting in air,**

**Gave proof thro' the night that our flag was
still there.**

**O say, does that star-spangled banner yet
wave**

**O'er the land of the free and the home of
the brave?**

God Bless America

God Bless America,

Land that I love.

**Stand beside her, and guide her,
Through the night with the light from
above.**

**From the mountains, to the praries,
to the oceans, white with foam,**

**God Bless America,
My home sweet home.**

**God Bless America,
My home sweet home**

God Bless America

**From the mountains, to the prairies,
to the oceans, white with foam,**

**God Bless America,
My home sweet home.**

**God Bless America,
My home sweet home.**

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For hosting the Armed
Forces Day Luncheon
committee meetings

For donating the incredible cake

An Independent Senior Living Community

Very special thanks to our table sponsors

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| ◆ 391st Regimental Officers Association | ◆ Genesee Valley Chapter MOAA |
| ◆ Marie Campbell | ◆ Ladd Exclusive Agency |
| ◆ Vietnam Veterans of America Chapter 20 | ◆ Rice Hallick VFW Post#5465 |
| ◆ Tony DeBellis | |
| ◆ Al Smith - Air Force Association | |
| ◆ Bing Reaves - VFW Post 9251 | |
| ◆ Lawrence Schuhman - David J. Kauffman Post # 41 | |
-

Our Inside Display Exhibitors

-
- | | |
|---------------------------------------|-------------------------------|
| • Buffalo Soldiers | • Honor Flight |
| • Army Strong Community Center | • Dogs For Deployment |
| • Blue Star Mothers NYS #1 | • Military Historical Society |
| • Survivor Outreach Services | |
| • Vietnam Veterans of America Post 20 | |
| • Heroes Home Advantage | |
| • Rochester Downtown Host Lions Club | |
| • Veterans Outreach Center | |
| • Veterans Network of Kodak Employees | |
-

God Bless America



And God Bless Our Troops Serving Overseas

NYS Assemblyman Bill Nojay

Armed Forces Day Committee Members

Anthony DeBellis Co-Chairman
United States Army (Retired)
American Legion
Caroline Ader, Chief Finance Officer
Michael D. Cavallaro – USMC - Retired
Samuel Cooper, Jr.
Employer Support of the Guard and Reserve
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Lee Kauffman
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Advisor – Veterans Club
Monroe Community College
Frank Panczyszyn
391st Regimental Officers Association
Dr. Betty Perkins-Carpenter
Korean War Veterans
Major General (R) Norbert J. Rapp
ESGR/US Army Reserve
Ambassador/KWV - American Legion

Bing Reaves
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VFW - Buffalo Soldiers
William Robinson
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Tom Schoenwetter
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Marianne Sernoffsky
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Dr. Alfred Smith
Air Force Association
Dr. Pat Taricone
Monroe Community College, (Retired)
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Employer Support of the Guard and Reserve
American Legion Post #603 - Cooper Marine
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Lieutenant Colonel Ann Galluci
United States Air Force

RIT Army ROTC

Lieutenant Colonel Edward S. Whitaker
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Professor of Military Science

SUNY at Brockport ROTC

Lieutenant Colonel Rick Ryan
United States Army
Professor of Military Science

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A Veteran Owned Business

391st Regimental Officers' Association Honors the Service and the Memory of Chaplain (LTC) Paul J. Freemesser



The 391st Regiment has many fond memories of their Regimental Chaplain. He loved and was dedicated to his friends and his troops, and is blessed to now be in heaven with his parents, brother, and fellow patriots.

The 39st Regimental Officers' Association

Also Honors the Memory and Service of the Following Members and Family

Who We Lost over the Last Year

COL George Breige

COL Dick Wambach

Marlene Liess

In memory of my husband, Commander Marcellus (Mike) Carpenter, U.S. Coast Guard and my uncle Lt. Commander Arthur E. Loeser, U.S. Navy.



*Comdr. Carpenter
Activated Organized Reserve Unit*

Commander Carpenter

- Graduate of the U.S. Coast Guard Academy.
- Served in the Pacific Theater during WWII
- As Commanding Officer he activated, on his final orders, the first local Coast Guard Organized Reserve Unit at Summerville.



Lt. Commander Loeser

- Graduate of the U.S. Naval Academy
- Chief Engineering Officer on the Cruiser USS Atlanta
- He was killed in action November 13, 1942 during the battle of Guadalcanal
- A Ship was named in his honor – the USS Loeser, a Destroyer Escort #680.



In Memory of
Dr. Vincent Renzi,
Captain, US Army,

Renzi Family



*US Army Tech. 5th Class
398th – Infantry Regiment
100th Infantry Division*

*KIA 10 January 1945
France*



*Awarded
The Silver Star
And The Purple Heart
Ellis Medvin, Medic*

*Forever Missed
Proudly Remembered
The Medwin Family
Sandy, Carolyn, Joyce*



New York Warrior Alliance

Mission To support the wounded military members and their caregivers by honoring their service with donations to aide in their rehabilitation. Our funding is supported through donations that are received from the community and other non-profit organizations.

Our History New York Warrior Alliance was officially incorporated in May of 2013. It evolved out of a Military Ministry founded at Pittsford Baptist Church in Pittsford, NY.

In 2008, Amy Tausch was contacted by her brother, LTC Jim Lechner with a request to support recently injured CWO Romulo "Romy," Camargo of the U.S. ARMY. Romy had been critically injured by a shot to his neck while on a medical mission in Afghanistan.

Amy Tausch enlisted the support of the church with asking for donations of items to send to Romy and his wife Gabriela along with their young toddler. This launched the first trip for, "Operation Wounded Warrior." To date, Operation Wounded Warrior has conducted 6 missions to Walter Reed with truck loads of supplies to aide the Warrior Transition Brigade and the Caregivers that stand by their Warriors.

Donations can be made on-line at:

<http://nywarrioralliance.org/>

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our country and the sacri-
fices you have made to pre-
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We Salute You

We Thank You

Senator Joe Robach

56th Senatorial District



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Honor Flight, Inc. and affiliated hubs in the national Honor Flight Network are private, not-for-profit organizations created solely to honor America's Veterans for their many sacrifices.



Honor Flight first flew in May 2005 with six small planes flying twelve WWII veterans, departing from Springfield, Ohio. In 2006, with a rapidly expanding waiting list, the program transitioned to commercial airline carriers to accommodate more veterans. That same year Honor Flight partnered with Honor Air in Hendersonville, North Carolina and Hero Flight in Provo, Utah to establish the national "Honor Flight Network" which has expanded aggressively to include cities across the nation. By 2007 official Network hubs had been established in 32 cities, to localize community commitment, operational planning, and fund-raising.

Today there are more than 70 regional hubs. There are also 8,000 veterans located beyond those hubs on a national registry who wait a full year to be called for their Honor Flight. Based on recent statistics, every day we lose more than more 1,200 WWII veterans across the country.

The mission of Honor Flight is more than timely; it is urgent!

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-LEE KAUFFMAN

PAST COMMANDER

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Remembering our Veterans

A veteran - whether active duty, retired, or national guard or reserve—is someone who, at one point in their life, wrote a blank check made payable to The United States of America, "for an amount of up to and including my life."



Office of the Chief, Army Reserve



Major General (Ret) Norbert J. Rappl
Army Reserve Ambassador
New York

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Hey, MCCC

So what are you people doing now that the Marine Reserve unit has been pulled from Rochester?

HA! We're working harder than ever!

Actually, there are more Marine Reservists in the Greater Rochester area than ever. They just have to travel to Buffalo or Syracuse for their drills. Just as Reservists from Dansville, Hornell or the Southern Tier have had to do for years. Because it's impossible to identify Greater Rochester Marines now that they are folded in to these two units... ***We've taken on the task of helping all upstate Marines.***

We find ourselves driving to Buffalo and Syracuse quite a bit ourselves. Not just to help Marine

Reservists there, but to build new support networks where we can.

Everything we usually do is still getting done, just on a bigger scale. The Emergency Relief Fund and the Marine Peacetime/War-time Support Team is available to more than three times as many Marines. We also support two Marine Corps Birthday Balls. MCCC Scholarships are awarded both in Syracuse and Buffalo.

We've kept our awkward long name but we've expanded our efforts and scope three fold.



***Marine Corps Coordinating Council of Greater Rochester
Supporting Upstate New York Marines.***



Semper Fi!

Armed Forces Day History



On August 31, 1949, Secretary of Defense Louis Johnson announced the creation of an Armed Forces Day to replace separate Army, Navy and Air Force Days. The single-day celebration stemmed from the unification of the Armed Forces under one department -- the Department of Defense. Each of the military leagues and orders was asked to drop sponsorship of its specific service day in order to celebrate the newly announced Armed Forces Day. The Army, Navy and Air Force leagues adopted the newly formed day. The Marine Corps League declined to drop support for Marine Corps Day but supports Armed Forces Day, too.



In a speech announcing the formation of the day, President Truman "praised the work of the military services at home and across the seas" and said, "It is vital to the security of the nation and to the establishment of a desirable peace." In an excerpt from the Presidential Proclamation of Feb. 27, 1950, Mr. Truman stated: "Armed Forces Day, Saturday, May 20, 1950, marks the first combined demonstration by America's defense team of its progress, under the National Security Act, towards the goal of readiness for any eventuality. It is the first parade of preparedness by the unified forces of our land, sea, and air defense."



The theme of the first Armed Forces Day was "Teamed for Defense." It was chosen as a means of expressing the unification of all the military forces under a single department of the government. Although this was the theme for the day, there were several other purposes for holding Armed Forces Day. It was a type of "educational program for civilians," one in which there would be an increased awareness of the Armed Forces. It was designed to expand public understanding of what type of job is performed and the role of the military in civilian life. It was a day for the military to show "state-of-the-art" equipment to the civilian population they were protecting. It was a day to honor and acknowledge the people of the Armed Forces of the United States.



According to a New York Times article published on May 17, 1952: "This is the day on which we have the welcome opportunity to pay special tribute to the men and women of the Armed Forces ... to all the individuals who are in the service of their country all over the world. Armed Forces Day won't be a matter of parades and receptions for a good many of them. They will all be in line of duty and some of them may give their lives in that duty."



The first Armed Forces Day was celebrated by parades, open houses, receptions, and air shows. In Washington, D.C., 10,000 troops of all branches of the military, cadets, and veterans marched past the President and his party. In Berlin, 1,000 U.S. troops paraded for the German citizens at Templehof Airfield. In New York City, an estimated 33,000 participants initiated Armed Forces Day "under an air cover of 250 military planes of all types." In the harbors across the country were the famed mothballed "battlewagons" of World War II: the Missouri, the New Jersey, the North Carolina, and the Iowa, all open for public inspection. Precision flying teams dominated the skies as tracking radar was exhibited on the ground. All across the country, the American people joined together to honor the Armed Forces.